

"STEPS AND STEPPERS"

Publix



Opinion

"THE FAST MAIL"

II.

Publix Theatres Corporation, Paramount Building, New York, Week of February 18th, 1928.

No. 13

ANGERS TRAVEL BACK AND FORTH WHILE TRAINING

Something entirely new to the stage world was inaugurated in New York last week when a troupe of twenty-four girls moved into Grand Central Station for the regular commuter's morning train.

This troupe constitutes the world's first and only commuting chorus which for twelve weeks will commute daily between the Elm City and New York to take their stage train.

The group of girls were selected by Allan K. Foster from those numerous troupes of Foster Girls are attractions with Publix units; through a contest which combined the efforts of the Olympia Theatre, New Haven and the New Haven Register.

The response to the contest was amazing. Several hundred girls, attracted by the unique offer applied and Allan K. Foster selected two dozen of the finest.

Arrangements were made with the railroad offices where the commutation tickets the girls use, will be good on the track trains of the railroad, cutting the commuting time down to a little over an hour and a half.

The girls will comprise two new Foster Girl troupes, ultimately to be seen in Publix stage units. Their period of training will be about ten weeks in the palatial Foster studio on Riverside Drive. Each holds a contract for two years under the Foster management.

Collaborating on the contest were George Laby, Manager of the Olympia Theatre, John Shelley, press representative for the New Haven Publix House and Gordon Kahn of Allan K. Foster's staff.

"Miss Buffalo" Back

Agnes Helliwell, "Miss Buffalo" in the Publix Opportunity show "Young America," has been engaged for a principal role in Frank Cambria's next stage production, "Gallop in On."

"Gems" For Circuit

"Gems" will be the title of the second Publix production to be presented at the Capitol Theatre, New York. The new show which opens this Saturday, is devised and staged by Mort Harris. It will tour the Publix Circuit from Buffalo after its Broadway appearance.

Gene Got Baton

Gene Rodemich, peppery little personality leader who has achieved such success at the Metropolitan Theatre, Boston, duplicated that success in his first appearance at the Paramount Theatre, New York, last week. A feature of his Broadway debut was the presentation by Vincent Lopez of a new baton which Gene vigorously wielded on the Paramount stage.

SPRING DRIVE PLANNED

CHARMING CHARLOTTE!



Charlotte Le Groh, one of the famous Le Groh family, featured in Frank Cambria's stage show, "The Fast Mail," first unit show to play the Capitol, New York, and now Touring Publix Circuit from Buffalo.

DIGNIFIED STUNT GETS MICHIGAN GREAT SPACE

The Michigan theatre, Detroit, is in the midst of a publicity stunt that carries with it unusual dignity and can not fail to have a good result as part of the Michigan's continual efforts to "institutionalize" the theatre. Incidentally, the stunt can be adapted to almost any theatre of outstanding rank. Here it is, as worked out by Art Schmidt of the Kunsky publicity department in Detroit:

The Detroit Free Press — conservative, morning newspaper — was sold the idea of promoting a "MICHIGAN HALL OF FAME OF Women." The idea is to have the paper's readers nominate ten women who have contributed to Michigan's fame in literature, arts, business, medicine, philanthropy, politics, social service, religious work, education and science. A ballot, setting forth these classifications, has been printed daily for two weeks. There are no prizes or rewards for sending in the "nominations." The whole thing is a dignified search for the most notable women of Michigan.

When the balloting closes, ten women will be named.

Their photographs, suitably framed; autographs, or other mementos of the notables will be placed in a corner of the Michigan theatre mezzanine as a perpetual

"Hall of Fame." Each year ten more nominations will be made.

It is planned later to open the "Hall of Fame" to men.

Dedication of new photos, etc. will be made an annual event as part of the theatre anniversary celebrations.

After the Hall of Fame is established it is planned to include in the idea Detroit's "Book of Hospitality,"—a parchment volume in which all notables visiting the city will write their names, thus providing a logical excuse for the dignitaries to be taken to the Michigan theatre and hooked up with it in the current news columns.

This stunt is not a ticket-selling effort. Just one of the things aimed to keep the Michigan theatre at the top as Michigan's leading playhouse regardless of newer and even larger theatres being built in Detroit.

PUBLIX MANAGERS TO COMPETE FOR PRIZES STARTING APRIL 1ST

Publix Theatre managers will soon be in a position to again compete for valuable cash prizes in connection with a new drive being inaugurated throughout the circuit.

The drive is to last for thirteen weeks beginning the 1st of April and ending the 30th of June, this constituting the second quarter of the year 1928. Some changes will be made in the allocation of the prizes, plans for which are now being formulated by the drive committee and complete details of which will be formerly announced just as soon as all the arrangements have been made. In the meantime Publix Opinion has been able to gather the following facts which are under discussion in connection with the coming drive:

COLORFUL MAN IS LOU FORBES

The greater the following your personality leader has the greater business your theatre will do. Acting on this premise, Lou Goldberg, press representative of the Denver Theatre, Denver, Colorado, has been publicizing Lou Forbes, personality leader at that house to exceptionally good returns. A stunt he worked with the Denver News and which got Forbes and the theatre valuable space can be similarly effected in almost any city.

The Denver Theatre ran a four-column line drawing of Forbes in the Denver News and offered prizes to the ones who colored it best. The first prize award was \$25, the second \$10, third \$5 and there were ten \$1 prizes. More than three thousand sketches were submitted before the completion of the contest. Twelve hours of painstaking work went into coloring the sketch which was awarded first prize.

Scores of the best sketches submitted were later put on display in the theatre lobby and attracted a great deal of attention among the patrons of the theatre. This is a stunt which should be easily worked any place and any time. Do as Goldberg did and make your personality leader the most colorful man in your city.

Change Title

Frank Cambria's next production, tentatively titled "Fox and Hounds," will be called "Gallop in On." Other forthcoming unit show titles which have been definitely decided upon are "See Saw" for the next Anderson show, and "Hey Hey" for the next Partington production.

Cast Complete

The cast for Frank Cambria's next Publix stage show, "Gallop in On," the working title of which was "Fox and Hounds," has been completed. It includes Miriam Lax, soprano; the bachelor octet; John Walsh, tenor; eight Felecia Sorel girls; Ben Blue; Alfred Latell and Elsie Volks; Helen Eastman, Agnes Helliwell, Florence Clarke and Arabelle Merrifield.

1—Prizes to be awarded on the basis of net profits.

2—Each division will have a set of prizes of its own. In other words, the unit division headed by Messrs. Lazar and Feld will have one set of prizes—the division headed by Mr. Schneider will have one set of prizes and the division headed by Mr. Dowler will have one set of prizes.

3—In each division the houses are to be classified as second and third class as we did in the previous drive.

4—There will probably be the same number of prizes in each division as we had over the entire country at the last drive. In other words, the deluxe division will have two prizes—a first and a second. Mr. Schneider's division will have four prizes in the second classification and six prizes in the third classification. Mr. Dowler will have four prizes in the second classification and six prizes in the third classification.

5—After a great deal of discussion the thought was presented that there should be set up a set of prizes in the three classifications independent entirely of net profits and to be given for the best all-round job of theatre operation during the period of this drive. This thought came about through the fact that during the last drive a number of boys did an exceedingly fine job of bringing the theatre from the red into the black, but had no chance whatever of receiving a prize or even honorable mention based only on figures. These prizes will be awarded to the men who really dig in and show the greatest amount of improvement; whereas they might otherwise feel not having a chance for any prize based on net profits. It will be giving men in situations having little or no chance for prizes based on net profits an incentive to put forth extra efforts. In this connection it was suggested that half the number of prizes that are given on the net profits be given as outlined above. This will create in the de luxe division one prize. In Mr. Schneider's division two prizes in the second classification and three prizes in the third classification, and the same in Mr. Dowler's division.

6—The total amount of the prize money has not been decided on.

7—No name for this drive has been reached although a number have been submitted. Any suggestions should be wired in to D. J. CHATKIN chairman of the Drive Committee.

GLENN AND JENKINS RANKED WITH STAGELAND'S FUNNIEST

Popular Colored Team Has Been Winning Laughs for Years

Those "Sweepin' Fools" Glenn and Jenkins, popular colored comedians known to vaudeville devotees and musical comedy patrons from one end of the United States to the other, return to next week as featured principals in Jack Partington's latest Publix stage production, "Steps and Steppers," the stellar stage attraction at the Theatre.

Glenn and Jenkins have been presenting their present skit for more than eight years over every theatre circuit worth mentioning and in many independent vaudeville theatres. In addition they have been featured in numerous musical comedies on Broadway.

Will Glenn's uncle is Buddie Glenn, who just recently retired after touring the country with the Old Georgia Minstrel Troupe since 1880. Walter Jenkins is an excellent billiard player and has been meeting amateur and professional players all over the country for fifteen years or more. Crip, the rhythmic bootblack who appears in support of the team, was discovered in the Gaiety Barber Shop, in Buffalo, N. Y., by the manager of the colored musical comedy, "7-11," and has since played in vaudeville all over the country. The real name of this colored youngster is Clarence Robichaux but when he first went on the stage he was afraid a name like that would hinder him so he cut it down to "Crip." New Orleans is his home town and it was there he found that lots more could be accomplished with a shoe brush and a rag than just the art of shining shoes.

Besides being among the funniest comedians on the stage, Glenn and Jenkins, who were students at Claflin University, Orangeburg, S. C., write all the music, arrange all their dances and are the originators of all the material they use in their hilariously funny act.

"Havana" Continues To Get Big Space

"Havana" stage show publicity continues to crash leading newspapers wherever that Jack Partington production plays. In Detroit last week Oscar Doob sold the Detroit Sunday Times on a seven column spread for the "Havana La Hota," the dance creation of Dorothy Berke who is featured in the production. Complete sets of stills and stories on this dance have been sent to all the unit houses and this stunt should continue to be a set-up around the rest of the circuit.

PARADED FOR AL

Charley Taylor at Buffalo staged quite a reception for Al Mitchell when that popular stage band leader made his debut at Shea's, Buffalo. Mitchell, a member of the American Legion, was greeted by a parade of uniformed legionnaires and bands. The legionnaires went to the theatre in a body carrying signs which read, "On our way to greet our pal, Al Mitchell, legionnaire and new stage band director at Shea's Buffalo."

THOSE "SWEEPIN' FOOLS"



Glenn and Jenkins, whose Mirth-provoking antics are one of big features in Jack Partington's "Steps and Steppers."

Photo by Nathan, P. O. Staff Photographer

PUBLIX THEATRES

presents

"STEPS AND STEPPERS"

Devised and Staged

by

JACK PARTINGTON

(1)

THE MANHATTAN STEPPERS

(2)

"DID YOU MEAN IT?"

Played by

and the

Stage Orchestra

(3)

ILOMAY BAILEY

with

The Manhattan Steppers

(4)

CHARLES HUEY

(5)

GLENN & JENKINS

(6)

"SILVER LINING"

Played by

and the

Stage Orchestra

(7)

THE MANHATTAN STEPPERS

(8)

Final

"STEPS AND STEPPERS"

Continues designed by

CHARLES LE MAIRE

Executed by

BROOKS

Dances arranged by

KESSLER & ROSE

General Music Director

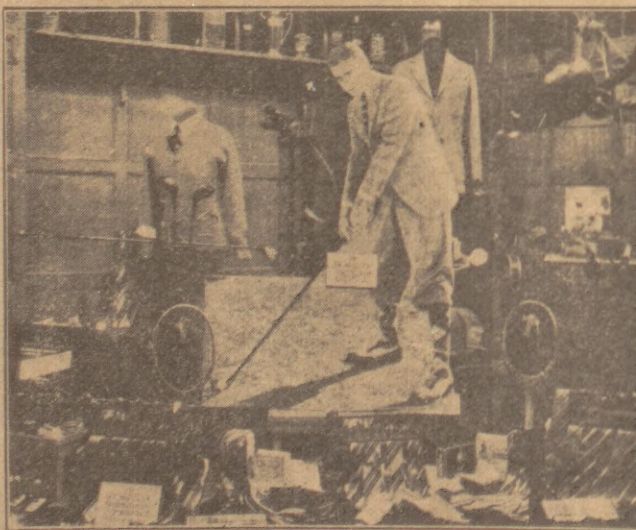
NATHANIEL FINSTON

Climb 6000 Steps Daily In Dances

"Champions of the Stairs" is another title by which the Manhattan Steppers, appearing at the Theatre in Jack Partington's revue, "Steps and Steppers," are also known. Those who have had the pleasure of seeing the stage show this week at the Theatre may have wondered how many steps the Manhattan Steppers run up and down in the dance.

One hundred and fifty steps each performance are trod by each member of the group while they are on the stage. Four performances a day mean that 6,000 steps are climbed and descended by the twelve Manhattan Steppers in their unique presentation of the most modern dance steps. At the completion of their tour of the Publix Theatres it is figured that more than 1,260,000 steps will have been climbed and descended by the boys and girls in the act. This does not include the steps they climb during rehearsals and off stage. After this computation of figures it is readily seen why the Manhattan Steppers have been dubbed the "Champions of the Stairs."

ATTRACTED HUGE GALLERY!



Forty-second Street and Fifth Avenue, New York, is generally regarded as one of the world's busiest sections. The above window display, arranged for "Sporting Goods" during its engagement at the Paramount Theatre was only one of many arranged by Ray Puckett under the direction of Russell B. Moon, Publicity Director for the New York Publix theatres. This display was in the Alex Taylor and Co. Store and caught the attention of thousands of passersby daily.

Photo by Nathan, P. O. Staff Photographer

'MANHATTAN STEPPERS ARE ALL SOLO DANCERS

Six boys and six girls in Jack Partington's new Publix Stage show work with clock-like precision

The Manhattan Steppers, talented group of dancers appearing in Jack Partington's Publix Stage show, "Steps and Steppers," present a variety of new dance steps that are sure to win the favor of audiences at the Theatre where they are holding for this week.

VERSATILE GIRL IN PUBLIX SHOW

Edith Van, Violinist, Is Also Clever Dancer And Sweet Singer

Edith Van, the violinist appearing with the Jack Partington stage show at the Theatre



Edith Van

this week, is a native of St. Louis who was started on the road of success by the Soldan High School which gave her a scholarship to appear at the Municipal Opera House where she appeared in many of the musical comedies and dramas sponsored by the municipality.

Her excellent violin playing and her silvery voice coupled with her distinctive dancing caught the attention of one of the leading theatrical agents of the city who arranged for her to appear with the Manhattan Steppers. She toured the various vaudeville circuits with this act and when it was contracted to appear with the Publix unit, "Steps and Steppers," Miss Van, it was specified in the contract, was to give a violin solo and sing a popular song.

Miss Van, a daughter of Mr. and Mrs. William Van Kempel, who live on Delmar Avenue, in St. Louis, is but eighteen years of age but her beauty and really marvelous musical accomplishments have attracted wide notice in the theatrical business.

Clever Youngster In "Steps and Steppers"

One of the youngest and cleverest entertainers now appearing behind the footlights is Charley Huey, one of the principals in Jack Partington's Publix stage show, "Steps and Steppers."

This clever youngster has spent seven of his sixteen years entertaining American theatre-goers. For four years his whistling act was featured in mid-western theatres of the Balaban and Katz Corporation, the Skouras Brothers Theatres and the Publix Theatres Corporation. The other three years of his stage career were devoted to trouping. Huey has made a number of records for the Brunswick Company.



Charles Huey

A Snappy Stepper

Roy Shelton, whose marvelously intricate dance steps add a zest to Frank Cambria's stage production "The Fast Mail," now at the Theatre, is credited with a large following in New York where he has appeared in several Shubert musical comedies. Half of Shelton's four years as a dancer have been spent touring the Keith and Orpheum theatres.

In this group consisting of six boys and six girls, each is an accomplished solo dancer, most of them having entertained in the night clubs of New York and Chicago. In addition to dancing Edith Van plays the violin and is a singer of merit.

Phil and Gertrude Stemma, brother and sister, were the dancing sensation of the Roseland Ballroom in New York. Buddie and Buddie, a pair of whirlwind dancers, have appeared as a team in several big musical shows.

For five months prior to joining "Steps and Steppers," the Manhattan Steppers toured the Keith-Albee vaudeville circuit. The six girls and the six young men are all natives of the same neighborhood in New York City and have been friends for almost ten years.

Discovered Singer In Chicago Night Club

Ilomay Bailey, the beautiful singer at the Theatre this week in Jack Partington's moving Publix stage show "Steps and Steppers," is a native of Chicago. Paul Ash, Chicago's Maestro of Syncopation "discovered" Miss Bailey in a night club and was immediately attracted by her charming voice, vivid personality and the clever manner in which she presented her songs. He signed her to a contract to appear at the Oriental Theatre, Chicago. For twenty-three consecutive weeks Miss Bailey was featured at the Oriental and the William Morris offices placed her with "Steps and Steppers."

Denver Lobby Had Circus Atmosphere

Manager Roy Slentz gave his lobby a tinge of real circus atmosphere to advertise Charley Chaplin in "The Circus" at the Publix Rialto Theatre, Denver, Colo.

The door of an elevator on one side of the lobby was made to look like the end of a cage inside of which was a mounted lion. A sign was hung on the door—reading, "DANGEROUS! DO NOT TOUCH." A cut-out of Chaplin was also inside the cage with the mounted lion. This display was in the lobby one week prior to play date and remained there until picture had concluded its run.

On the other side of the lobby was a wheel of chance with poke hands mounted on it. The purpose of this contrivance was for a group of persons to try their luck at spinning the wheel and the loser was to pay for the tickets to see "The Circus."

The box office was built into a circus ticket wagon in bright red and yellow. Over the box office was a cut-out head of Chaplin.

10,000 numbered heralds were placed in Pure Gold Bread for a week. The lucky numbers were posted in the theatre lobby daily and it was necessary for one to visit the theatre to see if one's number corresponded with one of the numbers posted. If so, the person was entitled to see the picture free. This stunt was widely advertised by both the bakery and theatre through the newspaper and in the bakery's window.

ACROBATIC TRIO BEGAN JUMBLING AT THREE YEARS

THE THREE LE GROHS OF "FAST MAIL"
HAVE BEEN FEATURED IN MANY
BROADWAY MUSICAL SUCCESSES

A trio of real American acrobats appear this week at the Theatre in Frank Cambria's Publix revue "The Fast Mail." The Three LeGrohs, two brothers and a sister, have been on the stage ever since they were three years of age. Their father, H. LeGroh, who retired from the stage eight years ago, led each of his children into his act just as soon as they reached tender age. Another brother, W. H. LeGroh, also an acrobat, is appearing on the West Coast.

The Three LeGrohs claim Los Angeles as their home town but have been working in the city for the major part of their stage life. They have been featured in Ed Wynn's "Grab Bag," in Ziegfeld's shows, with Ned Wayburn's revues and other stage successes. They have made two complete tours of the United States.

Just to prove that this paper is not read by advertising managers of the theatres, please act on the following suggestion:—Simply drop a line to us at the office immediately telling us when we think this paper is being read from cover to cover we are crazy."

W. H. LeGroh, the younger of the three, has been often questioned as to how he twists his body into such gruesome forms. He says that to be a successful acrobat is like anything else. It requires constant practice and a careful care of the body muscles. "It's like playing the fiddle," he claims, "the more you practice the better you get." He has been requested to train girls at the Allan K. Foster School of Dancing but his love for the stage made him leave the footlights. Sometimes he has taught acrobatics, however, on the West Coast. He was in Australia when the war broke out and enlisted in the Royal Corps while his brother fought with the Artillery.

Novelty Heralds For "Blondes" Film

Many managers have resorted to the Blonde and Brunette contest to give impetus to the showing of "Gentlemen Prefer Blondes" but Manager J. L. Wright did excellent business with the picture at the Publix Capitol Theatre, Macon, Ga., by giving novelty heralds, as a means of advertising the film.

The heralds were in the form of a card about the size of a calling card, with a small hole punched in the upper left-hand corner to allow the insertion of a blue ribbon which held a wedding ring. Copy on the card read, "Do you always capture this? GENTLEMEN PREFER BLONDES—A Paramount Picture CAPITOL—Thursday, Friday, Saturday and find out." 5,000 of these novelty heralds were printed and made up for the extensive distribution to ladies. Whenever there were two or three in a party only one herald was passed out and in this way the heralds and their message reached many thousands of patrons.

HE SHEDS TEARS TO WIN LAUGHS



Eddie Hill

Eddie Hill, one of the principals in Frank Cambria's Publix stage show "The Fast Mail," now playing at the Theatre, has been styled the emotional comic because his laugh-provoking songs are accompanied by the shedding of real tears.

Eddie first made his stage appearance in Chicago, where he was born, but he has traveled the entire country crying, "The Girls Just Won't Leave Me Alone." He has toured every vaudeville theatre circuit worth mentioning and has been featured in many Broadway musical comedies.

Jumped To Stage From Church Choir

Myrtle Gordon, the charming singer whose delightful personality and distinctive soprano voice help to make Frank Cambria's Publix production "The Fast Mail," one of the outstanding stage shows to play the Theatre this season, acknowledges Chicago as her home town.

Miss Gordon has been singing, professionally, for three years and previous to that she was the soloist in her high school glee club and a member of her church choir. After graduating from high school she sang at the Parody Club in the Windy City, and following her engagement there she appeared for a number of weeks with Paul Ash at the Oriental Theatre in Chicago.

Strung Love Letters

Manager Emil Bernstecker strung 9-foot letters spelling out the title of the picture across street in front of theatre to get advance publicity for "Love" at the Publix Lyric Theatre, Jackson, Tenn.

These letters were painted red and were constructed on a wooden frame. The letters were left over the street during the week-end and then removed to the marquee of the theatre where they remained until close of run.

PORTABLE CONSOLES FOR PUBLIX STAGES

INVENTION OF OTTO GLUTH, CIRCUIT
ENGINEER, TO BE TRIED AT DAL-
LAS AS PART OF UNIT SHOW

Dallas, Tex., Feb. 17.

A portable organ console for stage band presentations at the Palace, local Publix house, is promised here. The innovation is the work of Otto Gluth, Publix engineer, with the Palace to be the first house so equipped.

According to design the console may be rolled on or off a stage, like a piano. It will be connected to the regular pipe sets by flexible cables. Installation costs, including a new set of tibia pipes, will cost \$8,000, according to an estimate by Gluth. The latter has marked the project as an experiment, but if it gets over there is a chance all Publix houses will fall in line.

Students Helped "Student Prince"

When in want of funds, see Manager Warren Irvin. This is what the Parent Teachers Association did when they wanted to raise some funds for some project they had in mind.

"The Student Prince" was playing at the Publix Carolina Theatre, Charlotte, N. C., so Irvin suggested he would give them a part of the receipts if they would help to sell the picture.

Here is what the Teachers Association did:—Supplied an act as an added attraction which was comprised of the High School jazz orchestra of nine pieces, a dancing chorus, three solo dancers, a minstrel monologist and a vocalist.

In addition to furnishing the act which was very pleasing and well received by the patrons, the Association had the show announced in all class rooms, newspaper readers, and had thirty of the best looking High School girls in evening clothes to act as ushers.

Business was exceptional in spite of the inclemency of the weather on one of the play dates.

Opposition Pictures Help "Last Command"

It is not very often that the opposition movies will increase the patronage to see another picture but since Manager Warren Irvin was instrumental in arranging the other movies, it reacted very favorably for "The Last Command" at the Publix Carolina Theatre, Charlotte, N. C.

Having already leased a vacant store in the heart of the business district for two weeks to display stills, cut-outs and lettered cards announcing the title of picture, theatre and play dates it was an easy matter to go ahead with the stunt.

Irvin borrowed portable projector and then rigged up a screen in the window of this vacant store. The show started by the showing of a Krazy Kat cartoon. By the time this film was well under way a crowd had gathered at the window wondering what it

With the console on the stage, the organist will be used as a regular part of the unit shows instead of as a separate attraction.

Dwight Brown is the Palace's head organist, a post he has held for five years.

New Ford And Song Used To Sell Show

The new Ford had never been used in Chattanooga for exploitation purposes until Manager E. R. Rogers featured the song hit, "Henry's Made a Lady out of Lizzy"—associating it with Keese and His Troubadours and the Paramount Picture, "Gentlemen Prefer Blondes" at the Publix Tivoli Theatre, Chattanooga, Tenn.

A large circular piece of heavy-board neatly lettered, hung over the radiator; the copy reading, "HENRY'S MADE A LADY OUT OF LIZZIE"—The comedy song hit of the year featured by Keese and his Troubadours on the program with GENTLEMEN PREFER BLONDES—TIVOLI—Starting Monday, Jan. 30th."

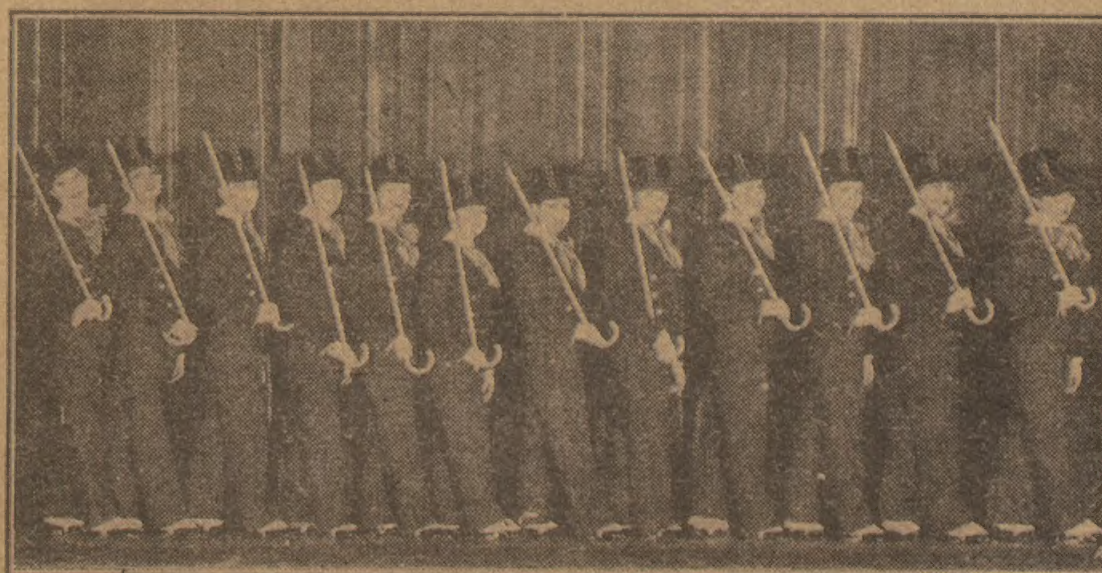
The new model was driven all over the city at a slow rate of speed and parked many times to give the people an opportunity to look at its graceful lines and bodily beauty as well as to read the sign advertising the picture, theatre and play dates.

was all about. The cartoon was followed by the trailer of "The Last Command" which informed the on-lookers they could see this marvelous picture at the Carolina the first three days of the week.

The 'movie' stunt was used at different intervals on opening day of picture and throughout its run and proved to be one of the best patronage builders that Irvin has used in quite some time.

The receipts far exceeded any other picture playing on a Monday, Tuesday and Wednesday.

"FAST MAIL" FEMALES!



A dozen reasons why Frank Cambria's New Publix Stage Show "The Fast Mail" is one of the most entertaining units to whirl around The Publix Wheel.

PUBLIX THEATRES
presents
"THE FAST MAIL"
Devised and Staged
by
FRANK CAMBRIA
(1)
FROM ENGLAND
The Foster Girls
(2)
and the
Stage Orchestra
(3)
FROM EGYPT
Eva Thornton
(4)
FROM BELGIUM
Roy Shelton
(5)
FROM CUBA
Myrtle Gordon
(6)
FROM ITALY
The Foster Girls
(7)
FROM PARIS
The Le Grohs
(8)
UNCLAIMED
Eddie Hill

Costumes designed by
CHARLES LE MAIRE
Executed by
BROOKS

General Music Director
NATHANIEL FINSTON

Ballot Box Placed In Theatre Lobby

Something unusual was taking place in Jackson, Tenn. No, it wasn't election day but people were hurrying and scurrying to the lobby of the Publix Lyric Theatre with folded ballots to cast their vote for the most popular local blonde. All this was in connection with the exploitation of "Gentlemen Prefer Blondes" at the Publix Lyric.

With the co-operation of five local merchants who donated prizes and the Jackson Sun whose columns breathed words of publicity for both the picture and the contest, the city of Jackson found out who was its most popular blonde and the Lyric theatre profited in box office returns.

Des Moines Fell Hard When Blondes Paraded

Manager Jess Day had a parade of blondes on opening day of picture to advertise "Gentlemen Prefer Blondes" at the Publix Des Moines Theatre, Des Moines, Ia.

Through a tie-up with the local Chrysler agency, several new models all filled with blondes and carrying banners on the sides and backs announcing the picture, theatre and play dates paraded through all the principal streets of the business and residential sections.

Day used another stunt that derived plenty of publicity for the picture and helped to swell the matinee attendances. 5,000 cards

were distributed in stores, office buildings and other public places; the cards carrying copy reading, "GIRLS—Do you know why GENTLEMEN PREFER BLONDES—If you are a Blonde and are one of the first TEN to present this card at the box office of the Des Moines Theatre any day during the showing of GENTLEMEN PREFER BLONDES, you will be admitted FREE."

Sell Your
Stage Show

Publix



Opinion

Send Us
Your Stunts

Vol. II.

Publix Theatres Corporation, Paramount Building, New York, Week of February 18th, 1928.

No. 1

You Know What Publicity Will Do For You! What Are You Doing For Publicity?

"Leave no stone unturned to give Publix the high standing it holds in the world of theatres."

Publix Opinion

Published by and for the Press Representatives and Managers of

PUBLIX THEATRES CORPORATION

SAM KATZ, President

A. M. BOTSFORD, Dr. Advertising

JOHN E. McINERNEY, Editor

Contents Strictly Confidential.

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Bill Pine.....	Chicago Theatre, Chicago, Ill.
John Joseph.....	Chicago Theatre, Chicago, Ill.
Dave Lipton.....	Chicago Theatre, Chicago, Ill.
Reeves Espy.....	Ambassador Theatre, St. Louis, Mo.
Harry Watts.....	Riviera Theatre, Omaha
Nate Frudenberg.....	Capitol Theatre, Des Moines
Lou Goldberg.....	Denver Theatre, Denver, Colo.
Raymond Terranella.....	Palace Theatre, Dallas, Texas
Robert Kelley.....	Texas Theatre, San Antonio, Tex.
Robert Hicks.....	Worth Theatre, Fort Worth
Bud Burmaster.....	Metropolitan Theatre, Houston, Tex.
Sidney Dannenberg.....	Alabama Theatre, Birmingham, Ala.
Jack Meredith.....	Saenger Theatre, New Orleans, La.
L. Furman.....	Howard Theatre, Atlanta, Ga.
Larry Cowen.....	Alabama Theatre, Birmingham, Ala.
Sam Rubin.....	Loew's Palace, Washington, D. C.
Howard Kingsmore.....	Century Theatre, Baltimore, Md.
Wallace Allen.....	Loew's U. A. Penn., Pittsburgh, Pa.
Chas. Winston.....	Midland Theatre, Kansas City, Mo.
James Loughborough.....	Metropolitan, Los Angeles, Cal.

Thanks for the Bouquets

(FROM FIRST ISSUE OF PUBLIX OPINION)

"In this first issue our youngster may appear a trifle anaemic. But with proper nourishment from you we hope to see it get livelier and develop into a real, lusty, two-fisted child. We're dependent on you to bring it successfully through the embryonic stage. And with your support we're sure of building PUBLIX OPINION into a child his fond parents will be proud of. This is the youngster's first gurgle. Let's all get behind him and make him yell."

And the child continues to grow for which we may be pardoned for reprinting a few excerpts in the way of verbal bouquets recently lofted towards this office.

"In the first place," writes A. G. Stolte, "PUBLIX OPINION' is giving us better material each week and it is, indeed, a great improvement. We read PUBLIX OPINION and watch with interest the items regarding the unit shows and find that by saving this magazine until the unit comes through that we can derive a great deal of benefit from the publication."

"Looking over PUBLIX OPINION I can see very little room for improvement.—Wm. C. O'Hare.

"PUBLIX OPINION contains everything, and then some, that the man in the field could wish for. We shall be pleased to forward suggestions when they are in order, but at this time let us say that PUBLIX OPINION can hardly be improved upon."—S. Dannenberg.

"Just saw the latest PUBLIX OPINION. It is certainly rounding out into a great exploitation sheet. It is also a wonderful medium for organization matter."—Charlie Pincus.

"I believe that the material supplied in PUBLIX OPINION is a great help," writes Nate Frudenberg, "and I notice an improvement in its contents in every issue."

FORT WORTH HAS INTIMATE DRIVE

Under the direction of T. L. Edwards an unusual form of drive, extensive and wide in its scope, is being staged by the Worth Theatre, Ft. Worth, Texas, during the month of February. Following a meeting at which every employee of the theatre was in attendance, plans for this unique drive were formulated and February was designated as "Thank You Month." Not only did every person present express a desire to take an active part in making "Thank You Month" a big success, but each and every one pitched in right from the beginning and gave the drive a momentum and speed which shows no sign of slackening.

Following are a few of the unusual things which happened during the first two weeks of "Thank You Month." Signs were put up in vacant lots by four musicians, two stage hands and a couple of operators. Ten windows were secured by the wardrobe mistress. The chief operator negotiated with an owner of carrier pigeons and made it possible to get "personal messages" from Norma Talmadge. The pigeons and the messages are in the theatre this week and getting much attention. This was arranged through the publicity department of U. A., getting telegram from Norma when the birds were released, etc.

OMAHA NEWSIES HELPED "DOUG"

The Riviera Theatre, Omaha profited on an exchange of favors effected by Nate Frudenberg to put over Douglas Fairbanks in "The Gaucho."

During one of the showings of Beau Sabreur, all the newsboys of the Omaha Bee-News were the guests of the theatre. The next day, Frudenberg visited L. L. Ricketts, Circulation Manager of the newspaper and told him how nice he had been to his boys and suggested that this was a time he (Ricketts) could do something for the theatre.

Consequently, Mr. Ricketts sent the following letters to his big staff of newsboys:—"Mr. A. G. Stolte of the Riviera Theatre was mighty pleased at the behavior of your carriers on Monday evening. It was about the biggest guest party the Riviera has had since the opening date. Beau Sabreur was a wonderful picture.

Let's show our appreciation by telling our customers and friends about the show next week. Mr. Stolte wants to make it a record-breaking week. We can help him by talking about Douglas Fairbanks as "The Gaucho",—his latest and greatest picture, and then there's the Zippy Joy Boy, "Jimmy" whom we all regard as our friend.

You will sure want to see this picture.

All carriers who qualify for membership into the BIG FIVE CLUB by Saturday evening, Jan. 14th, will be entertained at the Riviera Theatre as the guests of Jimmy Ellard. Some of you boys have never met him personally—maybe you will have that opportunity that evening.

Yours for many more Bee-News subscribers.

(Signed) L. L. Ricketts.
P. S.—One of the carriers was just in and he tells me that with this contest and with the special order blanks, subscriptions are coming easier than on any previous contest."

WHIRLING AROUND THE PUBLIX WHEEL

LOU KOSLOFF, who has been personality leader at the Paramount Theatre for the past few months, will take over the stage band directorial reins of the Chicago Theatre, Chicago. His successor has not yet been announced. Meantime Irvin Talbot will conduct the stage band at the Paramount for the engagement of "Tab Chance."

JOHN MAXWELL will be added to the cast of "Joy Bells" at Washington, Baltimore and Pittsburgh.

DRENA BEACH, formerly of Texas Guinan's night club in New York and featured with the popular Broadway hostess in her show "Padlocks," appears in "Hula Blues," Jack Partington's latest production.

RAE SAMUELS has been signed for an engagement of four weeks in the Balaban & Katz Chicago houses. She opened last Monday at the Chicago houses.

BEGINNING WITH THE DETROIT engagement of "Millard Fans," Boyce Coombs replaces Harry Burns.

TIM LONG AND PARTNER will terminate their engagement with John Murray Anderson's "Blue Plate" in St. Louis. They will be replaced for Chicago.

VICTOR IRWIN has been engaged as stage band leader for the Florida Theatre, Jacksonville, replacing Frank Morris, who will go to Augusta.

ANDREW ANDERSON will be house manager of Loew's N. State Theatre, Syracuse, instead of G. A. Pennock of Pittsburgh originally selected for that position.

R. E. CRABILL, formerly located at the Home Office as district house supervisor is now in Los Angeles as representative for Publix Theatres interests on the West Coast.

A. J. STOLTE, manager of the Riviera, Omaha, has resigned because of ill health and will rest in California before rejoining the circuit.

H. B. WATTS of the Capitol, Des Moines, will take over the managerial reins of the Riviera and in turn be replaced at the Capitol by Nate Frudenberg, formerly publicity manager for the Blank circuit.

JIMMY ELLARD, formerly stage band leader of the Riviera, returned to the Capitol, Des Moines, last week, exchanging places with Paul Spor, who went from the Capitol to the Riviera at Omaha.

TED CLAIRE, formerly master of ceremonies at the Metropolitan, Houston, changes over next week to the Century at Baltimore, which city his first band unit will be "Joy Bells."

ROUTE OF PUBLIX UNITS FOR WEEK BEG. FEB. 25

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City	Theatre	No.	Unit
New Haven	Olympia	16	(Gallopin' O)
Boston	Metropolitan	15	(Hula Blues)
New York	Paramount	14	(Roman Night)
New York	Capitol	?	
Washington	Loew's Palace	12	(TakaChang)
Baltimore	Loew's Century		(Flyin' High)
Pittsburgh	Loew's Penn		(Joy Bells)
Syracuse	Loew's State		(Gem)
Buffalo	Shea's Buffalo	11	(Millard's Fan)
Detroit	Michigan		(Fast Mail)
Cleveland	Loew's Allen	10	(Dancing Feet)
Indianapolis	Indiana	9	(Havan)
St. Louis	Ambassador	8	(Blue Plate)
Chicago	Chicago	7	(Treasure Ship)
Chicago	Uptown	6	(Russian Revel)
Chicago	Tivoli		(Highlight)
Chicago	Oriental	C6	
Chicago	Norshore	C4	
Chicago	Harding	C3	
Chicago	Senate	C2	
Des Moines	Capitol	10	(Rainbow)
Omaha	Riviera	3	(Publix Follies)
Kansas City	Loew's Midland		(Marchin' On)
Denver	Denver		(Steppin' High)
Fort Worth	Worth		(Moonlit Water)
Dallas	Palace		(Jazz Grab Bag)
San Antonio	Texas	2	(Shadowland)
Houston	Metropolitan	1	(Florida)
New Orleans	Saenger		(Dancing Bride)
Birmingham	Alabama		(Dixieland)
Atlanta	Howard		(Dance Caprice)